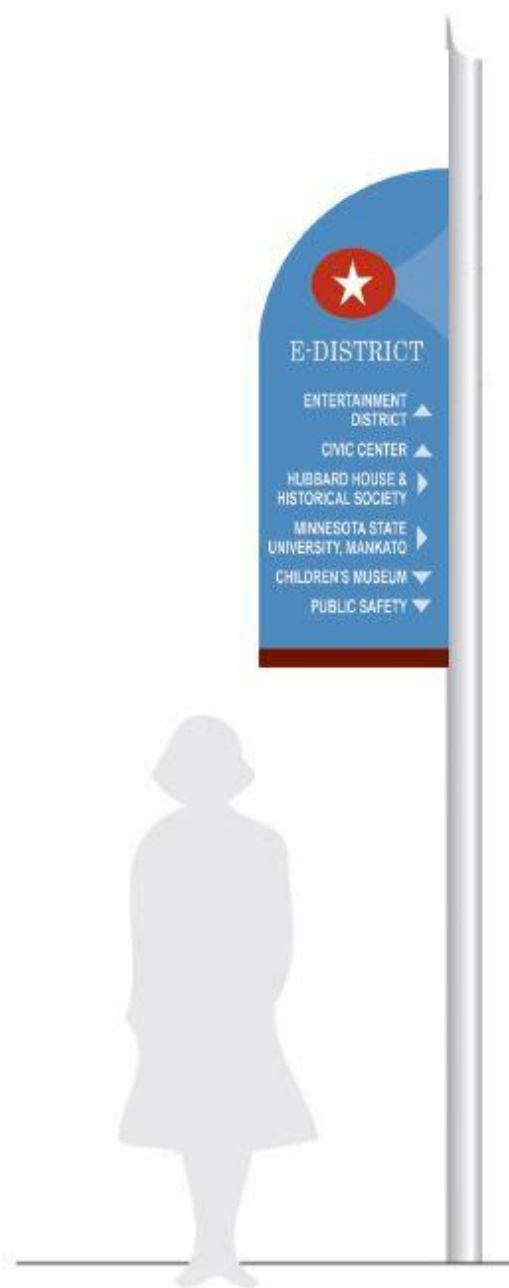




Wayfinding Signage Plan



City of Mankato

City Center Partnership

Greater Mankato Growth

October 2015

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CITY CENTER RENAISSANCE

In 2005, the City of Mankato renewed its Strategic Plan and an identified goal emerged for downtown revitalization - City Center Renaissance. In 2006, the Mankato community began a visioning process to create "Envision 2020" to assist Greater Mankato in further establishing itself as a regional market place in 2020. Envision 2020 identified a community goal of Downtown Renaissance with a vision as, "Redefine and revitalize the downtowns of Mankato and lower North Mankato as the Valley, a center for the region that is cultural, civic, governmental, residential and the entertainment heartbeat of the area." In order to move forward the concept of a City Center Renaissance, a plan needed to be developed. In August 2006, the City Council appointed a City Center Renaissance Stakeholder Task Force charged with the review and revitalization of planning practices within the City Center. The *City Center Renaissance Plan* was completed in June of 2007 and continues to serve as the guidance document that directs revitalization efforts in Mankato's City Center.

FRONT STREET CONNECTIVITY

The need for connectivity improvements was spelled out in the *City Center Renaissance Plan*, which specified pedestrian connectivity as one of the key downtown initiatives including reclaiming Front Street as a pedestrian corridor. The City Center Partnership (CCP) established Front Street Connectivity as a priority for 2012, and in May 2012, the CCP and the City of Mankato formally partnered to lead a collaborative process to gather conceptual ideas and consensus around a new pedestrian focused Front Street corridor.

To craft the *Front Street Connectivity Plan*, a task force was convened and over 100 community members shaped the plan by participating in a design charrette and public open house. The *Front Street Connectivity Plan* was completed in October 2014 and serves as an appendix to the City Center Renaissance Plan.



Figure 1. City Center Map

WAYFINDING SIGNAGE

The *City Center Renaissance Plan* and *Front Street Connectivity Plan* identified the need for connectivity improvements which called for wayfinding signage to assist with navigating through the City Center and to announce ones arrival into the area. Wayfinding is the process of navigating through ones built environment and wayfinding signage assists ones experience in navigating through their surroundings by directing the user to points of interest. Wayfinding signage can include informational kiosks mapping the area and points of interest, pedestrian signage along sidewalks directing one to landmarks or districts, and vehicular signage directing one to public parking and other points of interest. The city serves as a regional marketplace making it increasingly important to assist with visitor experience as the city continues to grow.



Figure 2. example of pedestrian wayfinding signage in Dallas, Texas.



Figure 3. example of vehicular wayfinding signage.

The need for wayfinding signage was also identified in a branding survey and in stakeholder focus groups conducted by Visit Mankato in 2012. Participants indicated that Mankato's greatest weaknesses, from a tourism perspective, included accessibility and lack of signage making navigation throughout Mankato difficult. As part of Visit Mankato's branding research, a branding consultant was hired which consistently raised the need for wayfinding signage as a way to enhance visitor experience. Just as the *City Center Renaissance Plan* serves as the visioning document for overall City Center revitalization, the *Wayfinding Signage Plan* establishes the vision for wayfinding within the City Center planning area and provides concepts for future improvements. The concepts are not intended to be prescriptive, but rather used as a guide in final design. As individual components of the plan proceed, specific design details will be determined based on further input from stakeholders and available resources.



Figure 4. example of destination signage.

To craft the *Wayfinding Signage Plan*, the City Center Partnership formed a sub-committee from the Aesthetics and Livability Committee with the mission of improving the multi-modal and pedestrian wayfinding experience in the City Center through wayfinding/directional signage that guide daily users and visitors from major gateways into and around the City Center. The vision is a City Center in which most people can easily understand how to get around in all travel modes while supporting the highest level of connectivity in the City Center core and radiating throughout the area. A connectivity and wayfinding open house was held in conjunction with the complete streets plan open house on February 26, 2015 to identify opportunities, prioritize and to provide input regarding wayfinding signage. Additional information regarding the sub-committee and public open house is contained in Appendix C-G including comments and priorities for wayfinding locations.

WAYFINDING SIGNAGE DESIGN

Wayfinding signage shall have a universal design standard that is reflective of the City Center brand and districts with elements that can be customized by the city. Wayfinding signage shall be uniform and color-coded, making them easily identifiable. Wayfinding signage shall also include destinations and districts identification. This will result in an improved image and branding of the City Center. Examples of proposed wayfinding signage are shown in figures 5, 6, 7, and 8. Signage shall be for public or visitor/user points of interest which may include museums, lodging, districts, and other general points of interest.

PLANNING PRINCIPLES AND IMPLEMENTATION TACTICS

PLANNING PRINCIPLE ONE - Improve pedestrian connectivity to entertainment, retail, lodging and recreational areas

Implementation Tactic: Install Pedestrian Wayfinding Signage

As part of the connectivity and wayfinding sub-committee and open houses, intersections in need of wayfinding signage were identified and prioritized. Implementation of pedestrian wayfinding signs would take place in three phases. Pedestrian wayfinding signage should include identification of the district and a listing of destinations with arrows directing pedestrians to points of interest (see figure 5). Maps showing the location of pedestrian wayfinding signage for phases 1-3 are included in Appendix A-B. Existing infrastructure shall be examined to see if it can be reused as a cost savings measure. Directional wayfinding signage will include a frame and two-sided panels. As new destinations are created, the banners can be easily changed.



Figure 6. example of wayfinding signage

Pedestrian wayfinding signage should not be limited to the exterior of buildings.

The *Front Street Connectivity Plan* referenced the need to maintain pedestrian access through South Front Street and that interior pedestrian connections through the Mankato Place Mall and the Civic Center should be enhanced to support connectivity within the corridor. It would be of benefit to include wayfinding signage within the Mankato Place Mall and the Civic Center to assist pedestrians with navigating through the buildings from the 100 block of South Front Street to the 400 block of South Front Street.

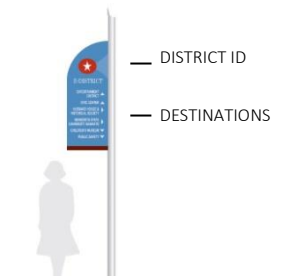


Figure 5. pedestrian signage

Implementation Tactic: Install Kiosks and Orientation Mapping of Destinations

Strategically placed Informational kiosks, which include a map of destinations within City Center Mankato, would be helpful to pedestrians to see the overall layout of the City Center. Currently there is a kiosk with orientation mapping outside the Intergovernmental Center and at the corner of Civic Center Plaza and South Second Street. Additional locations shall be identified as needs are assessed.



Figure 6. City Center kiosk

PLANNING PRINCIPLE TWO - Improve vehicular connectivity to entertainment, retail, lodging, parking, and recreational areas

Implementation Tactic: Vehicular Wayfinding Signage

Vehicular and directional signage will be installed to assist visitors with navigating to public parking, lodging, dining, and other points of interest. Public involvement has indicated that it is difficult for visitors to navigate through Mankato. Visitors' primary means of arrival to the City Center is by a vehicle, making vehicular signage important to increase the ease and convenience of moving about the City Center. Vehicular wayfinding signage direct motorists to districts, destinations, and parking.



Figure 7. draft parking signage

Figure 8. parking ramp directory

Implementation Tactic: Install City Center Brand Signs at Primary and Secondary Arrival Points

City Center brand signs should be located at primary and secondary arrival points along Second Street and South Riverfront Drive. The City Center brand signs will announce ones presence into the City Center making it easier to associate the boundaries of Mankato's City Center. Figure 10 illustrates the City Center brand and figure 9 illustrates an example of using the City Center brand in the public right of way.



Figure 9. draft Pedestrian Sign

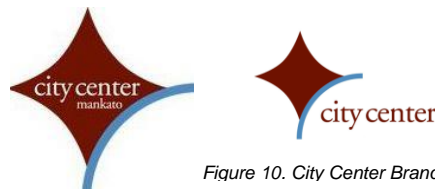


Figure 10. City Center Brand

IMPLEMENTATION PLAN

To facilitate successful implementation of the *Wayfinding Signage Plan*, an Implementation Matrix has been created. The Implementation Matrix is focused on implementation efforts for the City of Mankato and City Center Partnership. It must be realized that the City of Mankato and City Center Partnership alone cannot be expected to implement the many goals and strategies contained in the Plan. The public and private sectors must share in the responsibility of implementing the vision

of wayfinding. Property owners, business owners, private developers, residents and all other entities must be active participants and partners.

PLANNING PRINCIPLE ONE: IMPROVE PEDESTRIAN CONNECTIVITY TO ENTERTAINMENT, RETAIL, LODGING AND RECREATIONAL AREAS

WAYFINDING SIGNAGE

PLANNING PRINCIPLE TWO: IMPROVE VEHICULAR CONNECTIVITY TO ENTERTAINMENT, RETAIL, LODGING AND RECREATIONAL AREAS

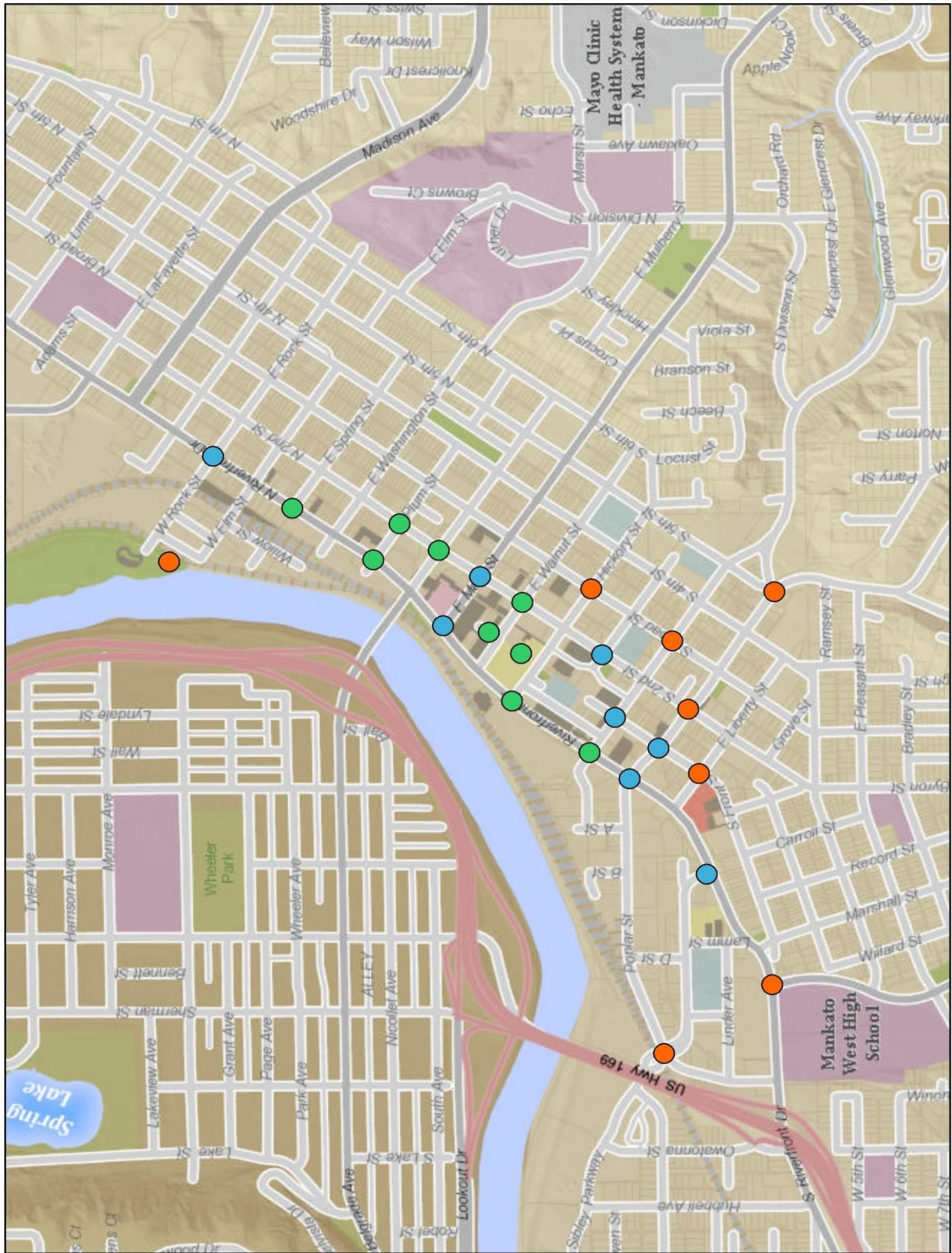
Implementation Tactic: Install vehicular and directional signage Phase 1 <ul style="list-style-type: none"> Parking Ramp and Surface Lots Phase 2 <ul style="list-style-type: none"> Riverfront Drive & Madison Avenue Riverfront Drive & Main Street Riverfront Drive & Warren Street Riverfront Drive & Stoltzman Road Riverfront Drive & Highway 169 Exit Riverfront Drive & Plum Street Second Street & E Mulberry Street (Veteran's Memorial Bridge) Warren Street & Second Street Warren Street & Glenwood Avenue Phase 3 <ul style="list-style-type: none"> Locations to be determined as needs are assessed 	2016	\$20,000
	2017	Undetermined Amount
	2018	Undetermined Amount
Implementation Tactic: Install City Center brand signs at primary and secondary arrival points. <ul style="list-style-type: none"> Madison Avenue Riverfront Drive Veteran's Memorial Bridge at Second Street Stoltzman Road & Riverfront Drive Warren Street & Glenwood Avenue 	2019	Undetermined Amount



APPENDIX

Appendix A: Pedestrian Wayfinding Signage Phases 1-3

Pedestrian Wayfinding Signage Phases 1-3



LOCATION



2015

CITY CENTER CONNECTIVITY AND WAYFINDING

Improve the wayfinding experience in the City Center through **connectivity opportunities** and **wayfinding/directional signage** that guide daily users and visitors from major gateways into and around the City Center.



CITY CENTER CONNECTIVITY

Our **Connectivity** Goal:

To increase the ease and convenience of moving about the City Center.



CITY CENTER CONNECTIVITY

Front Street **Before** and **After** Connectivity Enhancements



CITY CENTER CONNECTIVITY

Front Street **Process**



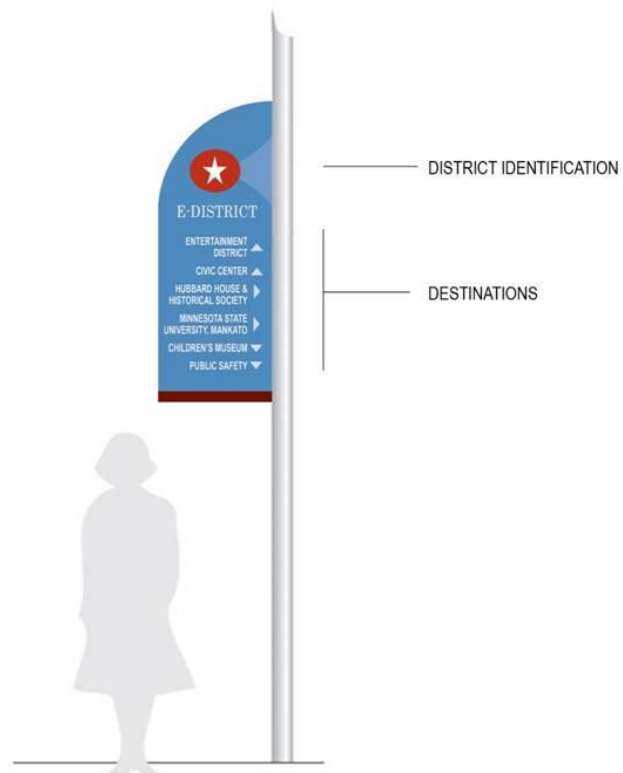
CITY CENTER WAYFINDING SIGNAGE

Establish a universal design standard for **wayfinding signage** that is reflective of the City Center brand and districts with elements that can be customized by the municipalities.



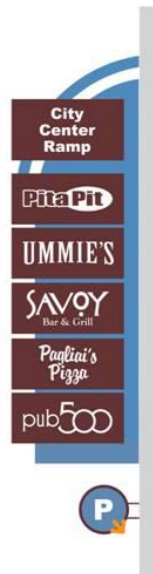
CITY CENTER SIGNAGE

CITY CENTER PEDESTRIAN
WAYFINDING SIGNAGE
DRAFT



CITY CENTER SIGNAGE

RAMP DIRECTORY



CITY CENTER PARKING SIGNAGE
DRAFT



CITY CENTER CONNECTIVITY AND WAYFINDING

Why are we here today?

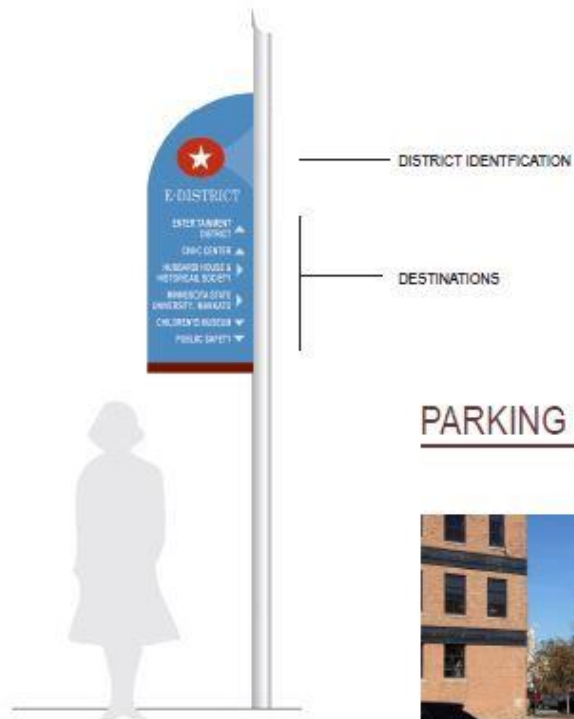
- identify **opportunities**
- **prioritize**
- provide **input**



CITY CENTER SIGNAGE

DRAFTS

PEDESTRIAN WAYFINDING



PARKING



WAYFINDING PRIORITIES

Instructions: Mark your **top five** priority intersections in each column with an “X”

Intersections	#1 Priority	#2 Priority	#3 Priority
1. Riverfront & Warren	xxx		x
2. Riverfront & Cherry	xx		
3. Riverfront & Civic Center (Hickory)	xxxxx		
4. Riverfront & Main		x	
5. Riverfront & Plum	x		
6. Second & Warren	xx	xx	
7. Second & Cherry	x	x	x
8. Second & Hickory	x	x	x
9. Second & Walnut		x	
10. Second & Main			
11. Second & Mulberry	xxx	x	
12. Second & Plum			
13. Second & Jackson	x		
14. South Front & Warren	x	xx	
15. South Front Bump Out (mid block)	xx		
16. South Front & Liberty	x		
17. Plaza in front of LaSalle Building/Loose Moose	x	x	x
18. Riverfront & Spring			
19. Riverfront & Rock	x		x
20. Second & Spring		x	
21. Second & Rock			
22. Riverfront & Sibley Parkway	xx	x	
23. Riverfront & Poplar	xx		
24. Riverfront North 169 Entrance	x		
25. Riverfront & Woodland			
26. Woodland & Park			
27. Vets Bridge 169 North Entrance	x		
28. Belgrade at Marigold			
29. Belgrade & Cross			
30. Belgrade & Center			x
31. Belgrade & Sherman			
32. Riverfront Park & Minnesota River Trail	xx		
Additional: S Front Street & Cherry		x	

Comments:

- For bike signage, please include the cyclist perspective. Make sure the sign is visible and readable while moving at higher bike speeds; not walking speeds.
- Visually define multi-use paths from sidewalks to make it less confusing and encourage less sidewalk usage.
- Proper signage to help direct traffic to the children’s museum
- Hilton location, social security office and parking ramp. Sidewalk along Riverfront Drive on Hilton/Parking side. Entrance location into Civic Center from Hickory Street. Glass doors are locked and in order to get into the skyway from Hickory Street or Hilton and City Center Hotel. There is absolutely no signage indicating access to skyway. Security, lighting and accessibility signage to Entertainment Alley is needed. Entertainment Alley isn’t so “Entertaining”.
- Love the parking sign – easy for convention people.

- Signage for Hubbard House (corner of Broad/Warren) and History Center (Warren/5th). Need signage coming off bridge at 2nd to tourist destinations. Big need for public parking signage in community. Need signage at Warren Street before approaching History Center; currently large vehicular MSU sign here.
- Bike path commerce signs – off the trail
- Alleyway pedestrian signage
- Need vehicular signage near Hilton

CONNECTIVITY OPPORTUNITIES:

1. Open from hotels through the Civic Center to Entertainment District.
2. Sidewalk along Riverfront by Mankato Ramp.
3. Keep Mankato Place Mall open.
4. Upgrade Entertainment Alley (i.e. more lighting, posters, signage of how to get into the mall). It is difficult sending families down Entertainment Alley from the Hilton. It is dark and not much of an “entertainment” feel.
5. North Riverfront needs: parking, street lights, crosswalks/stop lights, better parking and slower traffic. We are getting a ton of out of town shoppers who don’t know what to do or where to go. They aren’t comfortable walking from one side of the street to the other and the stop lights are so far apart, they don’t use them. The streets aren’t well lit and there could be better signage to help connect the shopping district to the Front Street district.
6. More and better signage to communicate the entrance of the mall. Possibly similar signage as the “Entertainment Alley” signage. It is very difficult getting guests from the Hilton to the mall entrance from Hickory.
7. The stoplight and crossing is great, but the wait time for crossing after pressing the button is way too long. If the pedestrian cross walk button could change the light quicker, it would be much appreciated.
8. Old Town: City Center currently functions by people using the alleyways from Wine Café into Front Street. This alleyway is the non-motorized life blood of Old Town/Downtown Connectivity. Use enhancement and auto restriction (except for delivery trucks); maybe by raising the alley on through streets is a better solution to generate commerce by keeping people in commerce dense areas and not residential areas (like 2nd street!). Don’t cut off the alleys. They are the last ones we have in downtown. Think about the impact in downtown when the mall cut off connectivity from downtown to old town. Think about the Vets Bridge/Mulberry and how the first design cut off our downtown with Old Town and how much money it took to undo that mistake. I fear that the Old Town Riverfront upgrade did not make the sidewalks or road more enjoyable for walking or biking. It’s fast, loud and hard to cross. If this would have been made better then maybe Old Town would not use the alley so much.
9. Safety issue – street lights positioned too close to some signal lights. Can be confusing for some drivers. Monks Ave needs crosswalks between Balcerzak and Stadium. Very unfriendly for pedestrians.
10. Poplar Street! Ready for an awesome opportunity for a bike lane and multi-use path. Caution – walkers and bikers don’t mix well. Increase width considerations and/or standards on multi-use paths to include lines and so forth. Recreational riders and commuters have separate infrastructure needs.
11. Need to fast track trail from Riverfront South on Stoltzman to Stadium.
12. It takes forever for the light to change once you press the button to cross at the stoplight on Riverfront to access the Red Jacket Trail.
13. Better island on Main Street; slow the cars down.
14. Redevelopment thoughts for Warren St at 5th: 4 lanes are tight here; suggest 2 lane with bike lane and turning lane. History Center currently uses alley as curb cut/entrance – this is very tight turn in. Street/sidewalk parking lot all on top of each other – a lot of concrete and not very pedestrian/bike friendly. This alley is also used a lot as a through street now that 5th St is a dead end.
15. Pedestrian bridge connecting parks
16. Pedestrian/bike – Bridge to connect Sibley with Land of Memories parks
17. Confusing navigation – lack of signage – rough transition from S Riverfront area into Sibley Park/River trail systems.
18. Pedestrian path up hill near Jefferson Elementary – turn into steps. Would make it safer during inclement weather.

Appendix G: Connectivity Feedback Map - Complete Streets and Connectivity Open House - February 26, 2015

